

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /048 W

----- 068644

R 141650Z AUG 75

FM AMEMBASSY LIMA

TO SECSTATE WASHDC 6334

INFO USDOC WASHDC

UNCLAS SECTION 1 OF 2 LIMA 6605

EO 11652: NA

TAGS: BEXP, PE

SUBJ: COMMERCIAL PRESENCE FAIRS - NINTH PACIFIC INTER-
NATIONAL TRADE FAIR - PERU - STATUS REPORT

REF: 140411

UP TO AUGUST 11, FOLLOWING EXHIBITORS HAVE PAID:

PARTICIPANT	AMOUNT DEPOSITED	FS-459
SPERRY RAND PERUANA	2,000	15742
BLACK & DECKER MFG. CO.	1,350	15757
H.C. SCHILDMER CO. INC.	1,350	15758
APPLIED POWER INT'L INC.	1,350	15759
KWIK WAY INT'L INC.	1,350	15760
NASHUA CORPORATION	1,350	15774
HOBART BROTHERS CO.	4,050	15775
#AMERICAN MOTORS PAN AMERICAN	150	15764
BECKMAN INSTRUMENTS, BUEHLER LTD.		
LINEAR INSTRUMENTS		
MILLIPORE INTERTECH	2,000	15777
NCR DEL PERU, S.A.	1,383.13	15781
AMERICAN HOSPITAL SUPPLY	2,700	15785
DRESSER-WAYNE PETROLEUM EQUIPMENT DIV.	1,350	15819
U.S. ELECTRICAL MOTORS DIV.	1,675	15828

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THE RIDGE TOOL CO.	2,000	15834
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ARO CORPORATION LTD.	1,350	15838
ROMANOFF INTERNATIONAL LTD.	1,350	15842
PENDLETON TOOL EXPORT CORP. (PROTO TOOLS & MILLER FALLS); TOLEDO BEAVER TOOL CO.	1,350	15845
XEROX DEL PERU, S.A.	4,000	15862
TEKTRONIX, INC.	1,350	15860
KODAK PERUANA LTD.	4,375	15864
HIX AUTOMATION/VORTEX DESIGNS	1,675	15865
EDO INTERNATIONAL; & EMPIRE EXPORTERS, INC.	1,350	15879
ROKON, INC.	1,350	15878
MOTOROLA, INC.	2,000	15883
PENDLETON TOOL INDUSTRIES INC.	2,700	15886
DETROIT DIESEL ALLISON- DIV. OF GM CORP.	2,700	15898
INGERSOLL RAND	1,350	15909
#FORD EXPORT CORP.	3,800	15912
DU PONT (PERU) S.A.	1,350	15918
TRW MISSION MFG.CO.	1,350	15920
ANSUL INTERNATIONAL SALES CORP.	1,675	15923
E.D.ALLMENDINGER, INC.	1,350	15924
\$63.150		

ABOVE PAYMENTS COVER 41 PAVILION STANDS AND TWO
OUTSIDE SPACES, ONE OF 50 SQ. MTS. AND OTHER OF 200 SQ. MTS.

THE FOLLOWING FS-459S ARE BEING HELD BY THE
EMBASSY UNTIL CORRESPONDING PA'S ARE RECEIVED
FROM EXHIBITORS: AMERICAN MOTORS PAN AMERICAN,
DU POINT (PERU), S.A.N HOBART BROTHERS CO.,
INGERSOLL-RAND, TRW MISSION MFG. CO., AND XEROX
DEL PERU, S.A.

INDICATES OUTSIDE SPACE AT \$19/SQ.MT.
THERE ARE A TOTAL OF 43 STANDS IN PAVILION. WE
HAVE POSITIVE ASSURANCES THAT THESE TWO REMAINING
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STANDS WILL BE TAKEN. ONE OF THESE TWO REMAINING STANDS
WILL BE 3 MTS. X 4 MTS. AT \$1,350. THE OTHER
EXHIBITOR HAS REQUESTED TWO 3 X 4 STANDS. UNFORTUNATELY
WE ONLY HAVE ONE SUCH STAND LEFT BUT WE CAN PROBABLY
MAKE SOME SLIGHT REARRANGEMENT OF ONE OF THE
REMAINING STANDS TO SLIGHTLY INCREASE ITS SIZE TO
ALMOST 18 SQ. MTS. WHICH SHOULD BE ENOUGH TO SATISFY
REQUIREMENTS OF EXHIBITOR. (WE WOULD CHARGE \$2,000

TO EXHIBITOR).IF ABOUT PROPOSAL WORKS OUT, TOTAL COLLECTED FROM EXISTING STANDS INSIDE PAVILION WOULD BE \$62,650. IBM, HOWEVER, HAS INDICATED THAT IT WOULD NEED APPROXIMATELY 100 SQ. MTS. FOR AN EXHIBIT. EMBASSY PROPOSES TO DIVIDE SPACE ORIGINALLY ALLOTTED FOR LARGE USIS EXHIBIT TO PROVIDE APPROXIMATELY 94 SQ. MTS. TO IBM AND APPROXIMATELY 55 SQ. MTS. TO USIS. THIS PROCEDURE WOULD PROVIDE ENOUGH SPACE FOR USIS NEEDS BUT IT WOULD ALSO ALLOW EMBASSY TO COLLECT ABOUT \$10,000 FROM IBM. THIS COULD BE DONE WITH VERY LITTLE MODIFICATION OF LARGE STAND IN ONE CORNER OF PAVILION THAT WAS ALLOTTED TO MSA(STAND #35 IN TECNOMIN PAVILION FLOOR PLAN). UNLESS INSTRUCTED OTHERWISE, EMBASSY WILL PROCEED ON THIS BASIS.

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R 141650Z AUG 75

FM AMEMBASSY LIMA

TO SECSTATE WASHDC 6335

INFO USDOC WASHDC

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THERE ARE SEVERAL OTHER FIRMS WHICH HAVE EXPRESSED A DESIRE TO PARTICIPATE. IF IBM DOES NOT FOLLOW THROUGH THEN WE COULD STILL FIT A FEW MORE BOOTHS WITH MINIMAL ADJUSTMENT WITHIN THE OVERALL AREA DESCRIBED PREVIOUS PARAGRAPH.

IF IBM AGREES TO SIGN UP FOR APPROXIMATELY 94 SQ.MTS. THEN WE WOULD HAVE TO TURN DOWN ANY FURTHER EXHIBITORS. WE HAVE STUDIED POSSIBILITY OF SOME ARRANGEMENT WHICH WOULD ALLOW PERHAPS 10-12 MORE STANDARD SIZE BOOTHS TO BE BUILT FOR ADDITIONAL EXHIBITORS. ALL THE ALTERNATIVES WE HAVE CONSIDERED WOULD BE

RELATIVELY HIGH COST, REQUIRE CONSIDERABLE AMOUNT OF CONSTRUCTION WORK, AND MORE IMPORTANTLY, WOULD NOT COMPLETELY SATISFY EXHIBITORS AS WOULD THEIR PARTICIPATION WITHIN ORIGINAL PAVILION. IN VIEW OF THESE FACTS WE HAVE RELUCTANTLY CONCLUDED THAT IT WOULD BE ADVISABLE TO STAY WITH ORIGINAL PAVILION AND NOT RPT NOT ATTEMPT ANY ADDITIONAL EXPANSION.

ORIGINAL OUTSIDE SPACE RENTAL OF 1,000 SQ/MTS. APPEARS WELL WITHIN REACH WITH POSSIBILITY WE MIGHT EXCEED THIS AMOUNT. IF WE RENT 1,000 SQ.MTS. THIS WOULD PROVIDE TOTAL INCOME OF \$19,000. RENTAL FOR THIS MUCH SPACE IS \$15,000. WE ESTIMATE COST OF DECORATING THIS MUCH OUTSIDE SPACE AT ABOUT \$1,500. THIS WOULD PROVIDE EXTRA \$2,500 TO COVER OTHER COSTS.
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REGARDING REPRESENTATIONAL EXPENSES, PRICES HAVE INCREASED SUBSTANTIALLY SINCE LAST YEAR. BECAUSE, AS ALSO OCCURRED ALST YEAR, SOME FIRMS ARE RENTING SEVERAL STANDS, WOULD APPRECIATE DOC TAKING INTO CONSIDERATION REPRESENTATIONAL REQUIREMENTS BASED ON STANDS ACTUALLY RENTED, OR ITS EQUIVALENT INCLUDING OUTSIDE EXHIBITORS, RATHER THAN JUST ON SIGNED PARTICIPATION AGREEMENTS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 AUG 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975LIMA06605
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750281-0617
From: LIMA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750853/aaaabunt.tel
Line Count: 199
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 140411
Review Action: RELEASED, APPROVED
Review Authority: izenbei0
Review Comment: n/a
Review Content Flags:
Review Date: 02 JAN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <02 JAN 2003 by ReddocGW>; APPROVED <23 MAR 2004 by izenbei0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL PRESENCE FAIRS - NINTH PACIFIC INTER- NATIONAL TRADE FAIR - PERU - STATUS REPORT
TAGS: BEXP, PE
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006